

Revitalization

PROGRAM DESCRIPTION

In 1986, the Board of Supervisors authorized a Commercial Revitalization Program to set the stage to improve the economic health of mature commercial areas of the County by designating three revitalization areas. In 1995, these were joined by the Richmond Highway Corridor revitalization effort. In 1998, as part of the County's continuing revitalization efforts, the Board of Supervisors added three more revitalization areas, bringing the total number of Commercial Revitalization Areas to seven: Annandale, Baileys Crossroads/Seven Corners, Lake Anne, McLean, Merrifield, the Richmond Highway Corridor, and Springfield. Each of the Revitalization Areas is subject to a special planning study and implementation is in different stages for each of the seven areas. The purpose of the studies is to identify actions including capital projects that would support the revitalization of these areas.

Revitalization is one part of an overall County strategy to bring about the economic rejuvenation of older retail and business centers. Specifically, through the targeted efforts of the Revitalization Program, it is hoped that these areas will become more competitive commercially, offer better services and improved shopping opportunities, and become viable candidates for private reinvestment.

LINK TO THE COMPREHENSIVE PLAN

Fairfax County's Comprehensive Plan has established a number of objectives and policies in order to:

- ✓ Establish or expand community reinvestment programs and sustain the economic vitality and quality of life in older commercial areas and adjacent neighborhoods by improving the economic climate and encouraging private and public investment and reinvestment in these areas.
- ✓ Conserve stable neighborhoods and encourage rehabilitation and other initiatives that will help to revitalize and promote the stability of older neighborhoods.
- ✓ Eliminate the negative effects of deteriorating commercial and industrial areas. Revitalization efforts in Baileys Crossroads/Seven Corners, Annandale, Richmond Highway, Lake Anne, Merrifield, Springfield, and McLean should work in concert with other community programs and infrastructure improvements and strive to foster a sense of place unique to each area, thereby contributing to the social and economic well being of the community and the County.
- ✓ Implement programs to improve older commercial areas of the County to enhance their ability to provide necessary community services, including streetscape improvements in the Annandale, Baileys, McLean, and Penn Daw Community Business Centers.

Source: 2003 Edition of the Comprehensive Plan, as amended

CURRENT PROGRAM INITIATIVES

The last Commercial Revitalization Bond Referendum approved in 1988 included \$22.3 million for commercial revitalization projects in six areas of the County. The designated areas included Annandale, Bailey's Crossroads/Seven Corners, McLean, Springfield, the Richmond Highway Corridor, and Vienna. The bonds have funded public improvement projects that have been completed, are underway, or are in design. Projects were determined by the County and communities and include various types of improvements, such as: undergrounding utilities; roadway design and construction; streetscape improvements that consist of new brick sidewalks, street trees and plantings, street furnishings, signage, bus shelters; and land acquisition. Since 1988, this program has been supported primarily by the bond proceeds. However, additional funding will be required to implement the public improvements projects identified by special studies, and to provide major incentives to private developers such as parcel consolidation and the construction of infrastructure in the seven Revitalization Areas. In addition, a portion of remaining 1988 funding for the Woodley-Nightingale project has been reallocated to partially fund revitalization efforts.

There are a variety of current Revitalization program initiatives in addition to the projects described below. HCD is continuing its effort to create a Financing Program Initiative for the Springfield Commercial Revitalization District, in support of the Springfield Mall redevelopment project and the development of a major mixed-use project. In Bailey's Crossroads, HCD is seeking to coordinate a revitalization financing and planning strategy to complement the extension of the Pike Transit Initiative mass transit project into the Bailey's Crossroads Commercial Revitalization District and beyond into the Seven Corners and Falls Church areas. In FY 2008, it is expected that a Public-Private Education Act (PPEA) project will be implemented for the location of the East County Center in the "Southeast Quadrant" of Bailey's Crossroads, as part of a mixed-use project to be developed through a public/private partnership in the area. In Lake Anne, a consultant has been retained and a panel of Reston residents and technical experts has been appointed to prepare development guidelines and comprehensive plan language examples to continue the process of revising the Fairfax County Comprehensive Plan for the Lake Anne Commercial Revitalization Area. This activity is in preparation for support of possible future revitalization projects, including possible additional development at the Crescent Apartments site. These activities include economic feasibility, determination of the type of housing units to be developed, design of a development plan, and development of a comprehensive plan amendment for the property. Additional development activity along the Richmond Highway corridor and in Annandale, Merrifield and McLean are also anticipated.

RECENT PROGRAM ACCOMPLISHMENTS

- ◆ **Façade Improvement Program:** Expanded the Façade Improvement Program to two revitalization areas.
- ◆ **Streetscape Improvements:**
 - a. *Annandale:* Funded the final phase of the Annandale Streetscape improvement program.
 - b. *Springfield:* Completed Springfield Streetscape improvement project, which included design and construction of sidewalks, upgraded street lighting, and street furniture and tree plantings for streets in the Springfield Community Business Center.
 - c. *Richmond Highway:* Completed Richmond Highway Streetscape project, involving the design and construction of sidewalks, upgraded street lighting, street furniture and tree plantings along Richmond Highway between I-495 and the south end of Buckman Road.
 - d. *Bailey's Crossroads:* Completed Baileys Crossroads Streetscape project, which included the design and construction of sidewalks, upgraded street lighting, street furniture, and tree planting along Columbia Pike from Carlin Springs Road to Leesburg Pike, and along Leesburg Pike from Culmore Court to Columbia Pike.

- ◆ **Bailey's Crossroads:**
 - e. *Urban Land Institute Study*: Initiated planning for an Urban Land Institute Five Day Advisory Panel Program for the Baileys Crossroads Revitalization District.
 - f. *"Southeast Quadrant" Redevelopment*: Initiated a revitalization program for the Bailey's Crossroads Southeast Quadrant to solicit PPEAs for development of a new East County Center; implemented an economic analysis of the Southeast Quadrant Revitalization Area, followed by discussions with property owners regarding redevelopment opportunities; identified property owner/developer seeking to redevelop owned South East Quadrant properties; and completed community focus group and Design Charrette Project to identify community consensus for redevelopment of the Southeast Quadrant of the Baileys Crossroads Commercial Revitalization District.
- ◆ **Richmond Highway**: Implemented an Urban Land Institute (ULI) Technical Assistance Panel initiative for Richmond Highway which addressed market potential for office development and the possible impact of the Base Realignment and Closure Commission (BRAC).
- ◆ **Springfield**: Assisted in implementing an Urban Land Institute Five Day Advisory Panel Program for the Springfield Business Area. In addition, HCD continued to facilitate the "Mid-Town Springfield" project, a \$500 million mixed-use development project in the Springfield Commercial Revitalization District. The project is expected to produce 100,000 square feet of commercial/retail space; 40,000 square feet of office space, and about 800 condominium units. HCD is coordinating the Special Exception application, any County incentives, and the site plan review with the developer and relevant County agencies. HCD continues discussions with the owners of Springfield Mall.
- ◆ **Investing in Communities Program**: Funded \$1,250,000 in Investing in Communities Program projects (ICP), including \$150,000 in wayfinding signage for five revitalization areas – Bailey's Crossroads, Annandale, Springfield, Lake Anne, and Richmond Highway (Mason, Lee, Mount Vernon, and Hunter Mill Districts).
- ◆ **Merrifield**: Completed the Revitalization portion of the Merrifield Suburban Center CIP project, which included the purchase of a parcel of land for a park, located within the Merrifield Revitalization Area at a cost of \$2,000,000 using 1988 Bond Referendum funding.

CURRENT PROJECT DESCRIPTIONS

1. **Annandale Streetscape** (Mason): \$6,930,000 for the design and construction of sidewalks, upgraded street lighting, street furniture and tree planting in the Annandale Community Business Center. The final phase of the Streetscape project on Columbia Pike between the fire station and Backlick Road is in the planning stage, as an additional \$600,000 in Investing in Communities Program funding has been allocated to requirements for completion of the project.
2. **McLean Streetscape** (Dranesville): \$3,607,000 for streetscape improvements in the public right-of-way within the McLean Community Business Center along Chain Bridge Road and Old Dominion Drive.
3. **Kings Crossing Town Center** (Lee): \$1,883,000 to facilitate the future consolidation and redevelopment of land by a private developer in the Penn Daw area. A redevelopment plan and marketing materials have been designed for the proposed Kings Crossing Town Center. This project includes a \$1,308,000 reallocation of federal Community Development Block Grant (CDBG) funds for public infrastructure, provided as an incentive to the potential developer by the Fairfax County Redevelopment and Housing Authority (FCRHA). An amount of \$200,000 was approved in FY 2001 and an additional \$375,000 was approved in FY 2002 from the County General Fund for land acquisition, to develop design guidelines, and to actively market the project to developers.

4. **Annandale Community Theater, Arts, and Cultural Center Feasibility Study** (Mason): A feasibility study for the Annandale Community Theater, Arts, and Cultural Center is currently underway. The consultant is interviewing business and property owners, evaluating possible sites and preparing economic data for this study. The final report is expected in June 2007. An amount of \$90,000 from a federal EDI Special Project Grant will fund limited predevelopment activities for the proposed multi-cultural center, which is to be located in the proposed Annandale Town Center. A study will be conducted to determine the feasibility of the center and estimate development costs. Once a prospective site has been identified, funding to purchase the site, design and construct the project will be required.
5. **Revitalization Initiatives** (Countywide): This project provides for the continuation of revitalization activities including marketing materials for countywide revitalization activities, consultant services, training, and staff and administrative costs associated with the continuation of previously approved revitalization projects. This project will address program needs in conformance with area Comprehensive Plans for seven Revitalization areas: Baileys Crossroads/Seven Corners, Annandale, Richmond Highway, Lake Anne, Merrifield, Springfield, and McLean.
6. **Maintenance – Commercial Revitalization Program** (Countywide): This is an on-going project which provides for costs associated with small Commercial Revitalization Program capital improvements and upkeep. Projects may include landscaping, mowing, trash pick-up, graffiti removal, and maintenance of bus shelters, bicycle racks, area signs, street furniture, and drinking fountains.
7. **Baileys Crossroads Streetscape Enhancements** (Mason): Fairfax County has been awarded \$90,000 in Federal Transportation Enhancement Funds to construct streetscape improvements in the Baileys Crossroads area. The improvements are being constructed at the interchange of Route 7 and Columbia Pike in Baileys Crossroads. Additional funding of \$325,000, being proposed from the Investing in Communities Program, will provide the required \$22,500 local match for the federal funding as well as provide \$212,500 required to complete the project.

PROJECT COST SUMMARIES
REVITALIZATION
(*\$000's*)

Project Title/ Project Number	Source of Funds	Budgeted or Expended Through FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	Total FY2008-FY2012	Total FY2013-FY2017	Total Project Estimate
			FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	Total FY2008-FY2012	Total FY2013-FY2017	Total Project Estimate
1 Annandale Streetscape / 008909	B	5,870	500	300	260			1,060		6,930
2 McLean Streetscape / 008912	B	2,097	500	500	510			1,510		3,607
3 Kings Crossing Town Center / 014101	G, F	575	1,308					1,308		1,883
4 Annandale CBC Theater, Arts & Cultural Center	F	45	45					45		90
5 Revitalization Initiatives/ 014010, 014104	G	C	935	935	935	935	935	4,675	4,675	9,350
6 Maintenance - Commercial Revitalization Program / 009422	G	C	400	400	400	400	400	2,000	2,000	4,000
7 Bailey's Crossroads Streetscape Improvements	F	90	50	91	92	92		325		415
TOTAL		\$8,677	\$3,738	\$2,226	\$2,197	\$1,427	\$1,335	\$10,923	\$6,675	\$26,275

Key: Stage of Development	
	Feasibility Study or Design
	Land Acquisition
	Construction

Notes:
 Numbers in ***bold italics*** represent funded amounts.
 CBC = Community Business Center
 A "C" in the 'Budgeted or Expended' column denotes a continuing project.

Key: Source of Funds	
B	Bonds
G	General Fund
S	State
F	Federal
X	Other
U	Undetermined

Revitalization Project Locations



- 1 Annandale Streetscape
- 2 McLean Streetscape
- 3 Kings Crossing Town Center
- 4 Annandale Community Business & Cultural Center
- 5 Baileys Crossroads Streetscape

Note: Map numbers correspond to project descriptions in the text and cost summary tables.
Only CIP projects with selected, fixed sites are shown on the map.